

Welcome to the Webinar!



5 Secrets to Finding All the Clients You'll Ever Need

with your host Marty Marsh

Transformational Business Design



www.MartyMarsh.com/GCNeast

**How Do Most
Coaches and
Independent Professionals
Do Marketing?**

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The background features a gradient from green on the left to blue on the right, with numerous white stars of various sizes and thin white lines radiating from the center, creating a starburst effect.

Scattershot or Sporadic Marketing

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**Less
is
MORE!**

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1. **The Secret to Successful Professional Services Marketing:**

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1. The Secret to Successful Professional Services Marketing:

**Choose a set of simple,
effective things to do, and
do them consistently.**

**The Only Way
to Be
CONSISTENT
is with a...**

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MARKETING SYSTEM

The background of the slide features a complex arrangement of colorful gears in shades of orange, green, purple, and blue. Some gears contain icons such as a globe, a lightbulb, a speech bubble, a dollar sign, and a Euro symbol. Below the gears, there are several stylized human figures in grey, some appearing to be in motion or interacting with the gears. The overall theme is one of interconnectedness and business processes.

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THE PERSISTENCE EFFECT

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2.

**Rely on the
Persistence Effect,
not on Magic**

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Using Pull Instead of Push



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3.

**Choose a niche
and become
known for it.**

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Sell the Sizzle, Not the Steak

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4.

**Market the Results
of Your Work, Not
The Process
You Use.**

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**Help is Closer
Than You Think**

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5.
**Ask The People
You Already
Know
For Help**

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Now
What?

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Getting
HELP
Gets
Faster Results

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**The Best
(and most simple)
Marketing System
I know...**

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Why you must have a Marketing SYSTEM...

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A Marketing System is:

Reliable, Predictable, Consistent

Affordable

Efficient

**Provides Abundant Numbers
of Your Perfect-Fit Prospects,
Clients, and Customers**

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What are the key elements of a marketing system?

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5. A means of capture and response
6. Multi-Step short term follow-up

What are the key elements of a marketing system?

1. A selected group of prospects
2. Best media for reaching those prospects
3. A compelling message
4. An irresistible offer
5. A means of capture and response
6. Multi-Step short term follow-up
7. Maintenance follow-up

Get Clients Now!™

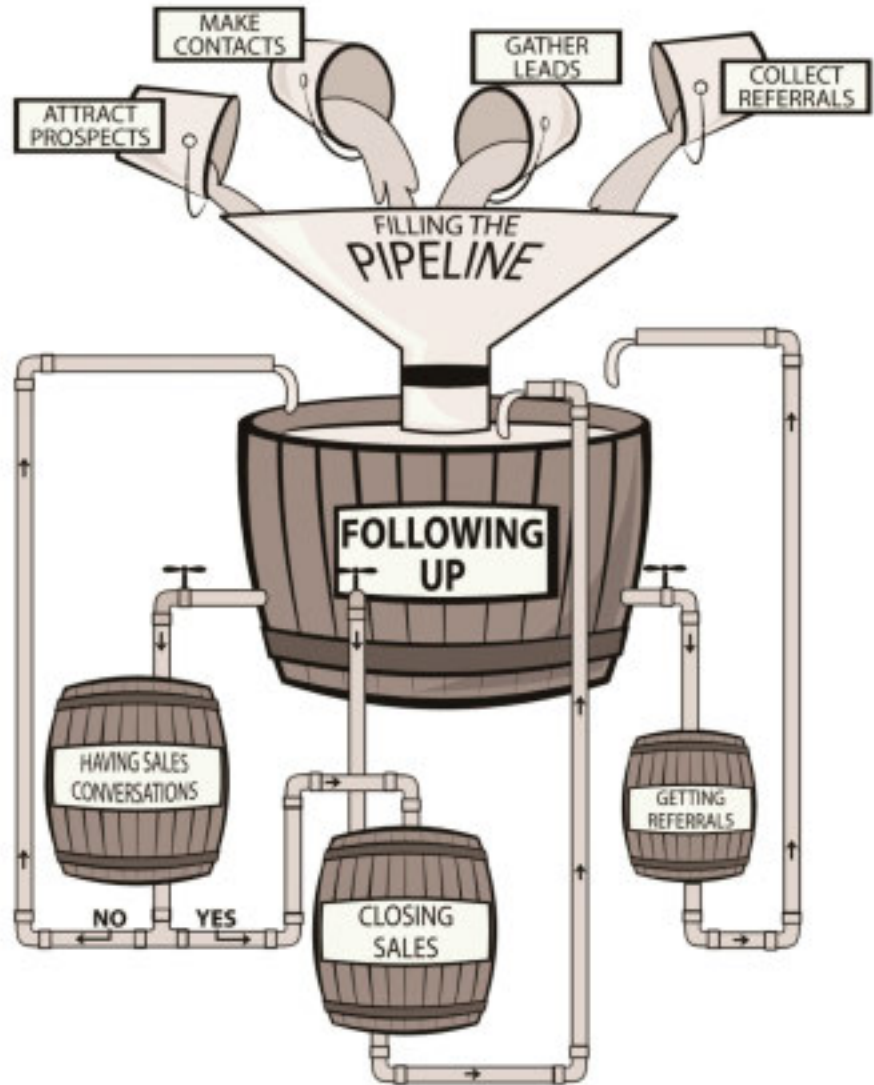
**Helps Coaches and
Independent Service Providers
build a personalized
easy-to-follow
marketing system
that can produce
rapid results!**

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The Universal Marketing Cycle

- Filling the Pipeline
- Following Up
- Having Sales Conversations
- Closing the Sale



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Get Clients Now!

A 28-Day Marketing Action Program for Coaches,
Consultants and Independent Professionals

NEXT SESSION STARTS:

July 6th & 8th, 2015

Includes 2 Kick-Off Seminars and 5 Group Coaching Sessions
to ensure that you are successful in implementing the program

Facilitated by Licensed Get Clients Now! Coach, Marty Marsh

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Makes marketing **simple**
even for those who have never
had to market before or
who “hate” marketing.



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Helps you find and implement the most **powerful** sales and marketing strategies and tactics for your **unique** business situation.



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It enables you to break out of
“analysis paralysis” and make the
right choices about how you spend
your time and money on marketing.



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Gives you an approach to marketing that **isn't "one-size-fits-all"** but is **customized** to your business, your personality, and the activities you **like** to do best.



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Get Clients Now!™

helps coaches, entrepreneurs, service business owners, and independent professionals find **MORE CLIENTS** with **LESS EFFORT**. It's a marketing **SYSTEM** that provides a personalized marketing **PLAN** so you'll always know **exactly** what to do next to market your business, and regular **check-ins** with Marty, your Coach, to help you overcome obstacles as you implement your plan.



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NEXT SESSION STARTS:

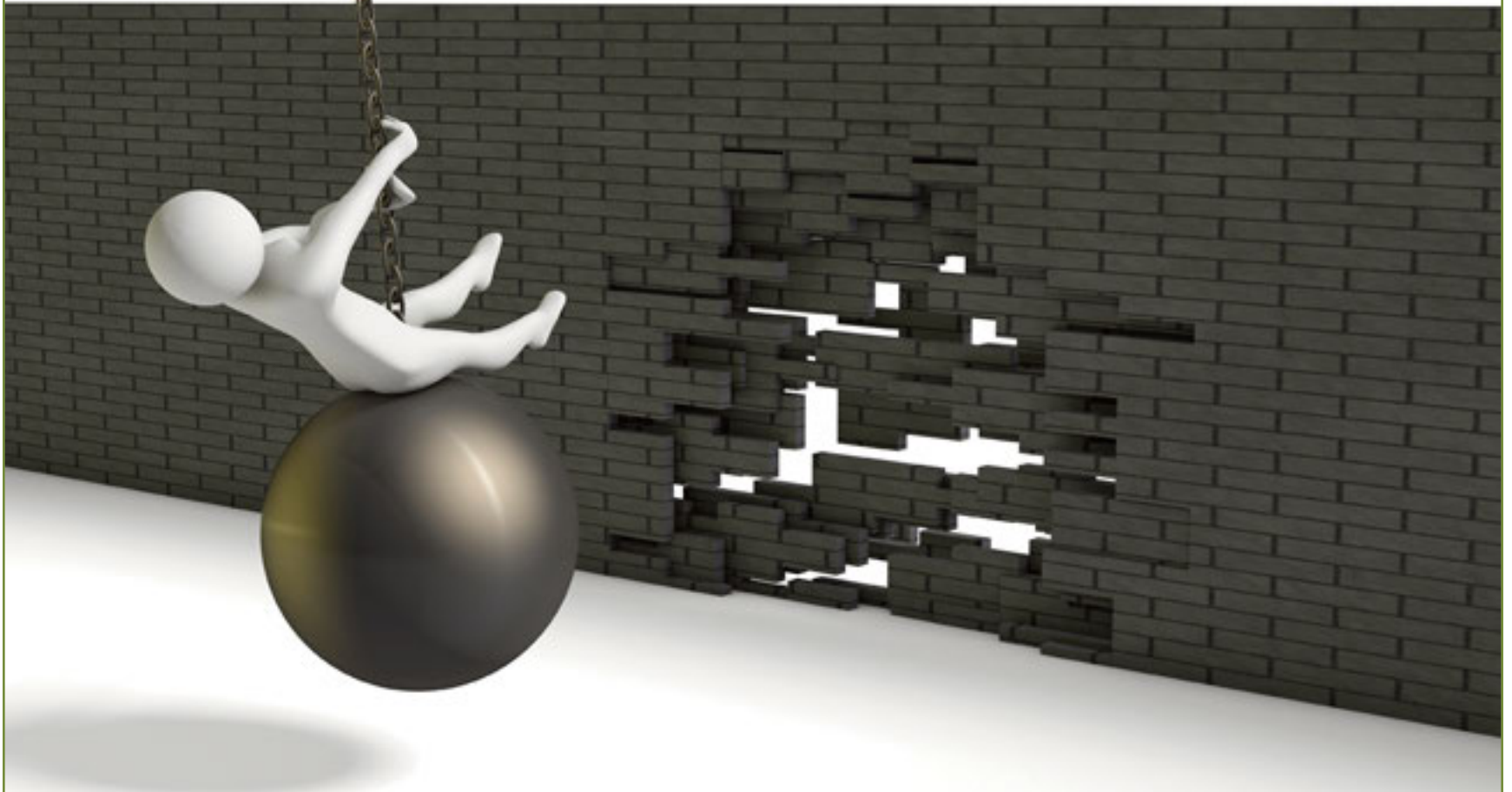
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THE WALL!

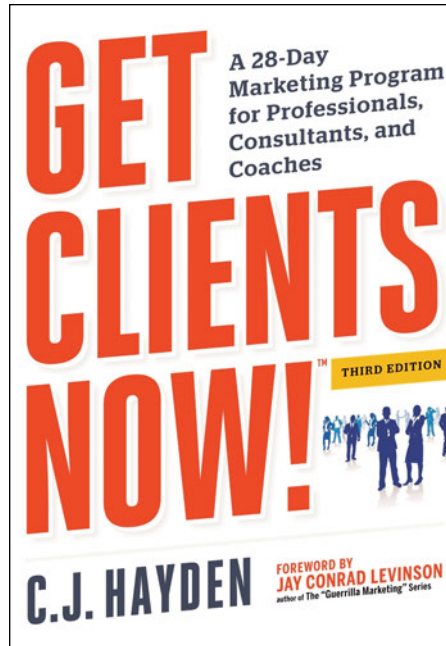


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Putting It All Together

- It doesn't matter so much what you choose as it does *that you choose*
- Consistency and persistence will pay off better than occasional brilliance
- The best way to stick to a plan is to share it with someone



Get Clients Now! Book

Required Textbook for the Program

Available at Amazon, Barnes & Noble
Paperback and Kindle

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